

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Gilad Odinak and  
Kam-Cheong Anthony Tsai

Attorney Docket No. INTL-1-1016

Serial No.: 09/884,854

Group Art Unit: 3625

Filing Date: June 18, 2001

Examiner: Yogesh C. Garg

Title: SYSTEM AND METHOD TO ASSOCIATE BROADCAST RADIO  
CONTENT WITH A TRANSACTION VIA AN INTERNET SERVER

**AMENDMENT AND RESPONSE**

TO THE COMMISSIONER OF PATENTS:

The following amendment and response addresses the final Office Action mailed on  
September 14, 2007.